



WXYZ

ORDER

Flight Dates **10/18/12-10/21/12**

Contract / Revision **315061 /**
Original Date / Revision
 10/17/12 10/17/12
Advertiser **Hoekstra / Republican / US S**

Agency **Brabender Cox LLC**
Buying Contact

1218 Grandview Avenue
1st Floor
Pittsburgh, PA 15211

Product
Hoekstra for US Senate

Agency Com 15%
Billing Contact

1218 Grandview Avenue
1st Floor
Pittsburgh, PA 15211

Sales Office EWSDC
Sales Region NAT
Agency Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Sep 00:20:00

Estimate #
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Order Share 25% Market Value 60200

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	25%	15050
WDWB	%	0
WJBK	25%	15050
WKBD	5%	3010
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	20%	12040

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	13	\$12,792.50	\$15,050.00	0.00
Totals	13	\$12,792.50	\$15,050.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/21/12	13	\$12,792.50	\$15,050.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/18/12	10/19/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	---TF--	:30	2	\$2,500.00	P-3	0.00 NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---TF--		2		\$2,500.00		0.00				
N 2	WXYZ	10/19/12	10/19/12	6am News M-F Action News 6am	CM	6-7am M-F	----F--	:30	1	\$900.00	P-3	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--		1		\$900.00		0.00				
N 3	WXYZ	10/19/12	10/19/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	----F--	:30	1	\$900.00	P-3	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WXYZ

Print Date: 11/05/12

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Contract / Revision **315061** Flight Dates **10/18/12-10/21/12**

Hiatus Dates

Original Date / Revision 10/17/12/ 10/17/12

Order Sep 00:20:00

Advertiser **Hoekstra / Republican / US** Product **Hoekstra for US Senate**

Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXYZ	10/19/12	10/19/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	----F--	:30	1	\$900.00	P-3	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	----F--					1	\$900.00		0.00		
N 4	WXYZ	10/18/12	10/19/12	12-1pm M-F 12-1pm	CM	12-1pm	---TF--	:30	2	\$650.00	P-3	0.00 NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	---TF--					2	\$650.00		0.00		
N 5	WXYZ	10/18/12	10/19/12	5p News 5-6pm M-F	CM	5-6pm M-F	---TF--	:30	2	\$1,200.00	P-3	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	---TF--					2	\$1,200.00		0.00		
N 6	WXYZ	10/18/12	10/19/12	6p News 6-630pm M-F	CM	6-630pm M-F	---TF--	:30	2	\$1,300.00	P-3	0.00 NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	---TF--					2	\$1,300.00		0.00		
N 7	WXYZ	10/20/12	10/20/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-----S-					1	\$500.00		0.00		
N 8	WXYZ	10/21/12	10/21/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-----S					1	\$450.00		0.00		
N 9	WXYZ	10/21/12	10/21/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-----S					1	\$1,000.00		0.00		
													Totals	13 \$15,050.00